

Hope. Strength. Courage.

# BIKE *to* BEAT CANCER



## TEAM HANDBOOK



Benefiting Norton Cancer Institute



HOPE.  
STRENGTH.  
COURAGE.

## HOW TO START A TEAM

Thank you for signing up for the Bike to Beat Cancer! Follow these four easy steps to start your team.

**Step 1. Pick a name!** Be creative and have fun with it, ride in honor of someone or ride under your company's name. All are great ways to represent yourself and your team.

*Examples: Hairy Leg Bandits, Annie's Angels, Team Bryant Heating & Cooling*

**Step 2. Name yourself as team captain.** You are a natural-born leader and passionate about beating cancer for good — so lead your team! If you need help, find a co-captain or reach out to the Bike to Beat Cancer events team.

**Step 3. Organize and rally your teammates.** You could be a mighty team of one, but you'll have more fun and make a greater impact with a few teammates. These tips can help you build a strong team:

- **Talk about why you are participating** in the Bike to Beat Cancer. Your excitement will be contagious. Who wouldn't want to be on your team?
- **Hold meetups!** Meet to talk strategy, train together as a team, update your team or personal web pages for all the donations that will come rolling in, and to build a stronger team to create more energy.
- **Can't meet up? Email your teammates** with a few lines about how the team is doing and what their amazing captain is planning. Communication is key.

**Step 4. Have fun!** Riding in the Bike to Beat Cancer is fun! You now have a squad — a team that will be with you at the start and all the way to the finish line. Enjoy the ride!

As always, if you have any questions about forming a team or need help, contact us at **(502) 629-8060** or **guide@biketobeatcancer.org**.



## UNABLE TO PARTICIPATE ON SEPT. 9? JOIN THE VIRTUAL RIDE!

Our Virtual Ride is available to anyone who would like to participate and fundraise but is unable to join the ride on event day. Virtual Riders include participants who:

- Are unavailable to ride on Saturday, Sept. 9
- Do not feel comfortable riding a bike on city streets
- Do not own a bike

Virtual Riders may complete their mileage at home, in the gym, or in the Virtual Rider Spin Tent located at the Bike to Beat Cancer Start/Finish line on Sept. 9. In the Virtual Ride Spin Tent, participants will be led by local spin class instructors and have the option to complete their miles while cheering on riders as they roll across the finish line.

Virtual riders can sign up individually or as a team. Bike to Beat Cancer teams can consist of traditional riders and virtual riders. Virtual riders will have access to all the training rides, fundraising tools and other benefits as the other riders. Virtual riders who raise \$400 (or \$100 as a survivor) will receive their choice of a Bike to Beat Cancer jersey or T-shirt. Virtual riders who are able to verify that they completed a distance of 35, 65 or 100 miles will receive an event medal.

## TEAM TRAINING FOR THE RIDE

The Norton Sports Health team has put together a complete training program to help you and your team stay healthy while preparing for the Bike to Beat Cancer. Using this program, riders of all skill levels can train safely while enjoying their time preparing for the ride.

Whether you're a beginner or veteran rider, you'll find tips for preventing injuries, appropriate stretching, training techniques and proper nutrition. The program also includes advice for how to train to reach your full potential. Remaining on schedule is important for your success in the ride. Use your training log to keep track of rides during the week. To view the full training schedule, visit [BikeToBeatCancer.org](http://BikeToBeatCancer.org).



## TEAM FUNDRAISING FOR THE BIKE TO BEAT CANCER

When you sign up to participate in the Bike to Beat Cancer, you commit to helping make a difference for the thousands of people in our community who are touched by cancer each year. The funds you help raise will support prevention and early detection initiatives, survivorship and clinical research at Norton Cancer Institute.

Riders commit to raising at least \$400, while survivors who are riding commit to raising at least \$100. Those who raise \$1,000 or more become a Champion, receiving a special jersey and wristband to wear the day of the ride.

Try the following tips for raising funds. Remember: If you don't ask, no one will give.

- Think about why or for whom you are riding in the Bike to Beat Cancer.
- Personalize your profile page with information about why you are participating. Share your photo, your story, your triumphs. Go to the Participant Center on **BikeToBeatCancer.org** and upload your contacts from your personal email account. Let people know what you are doing and why you are supporting local cancer efforts.
- Email your friends and family and ask them to make an online donation. (To do this, log in to your personal profile page on **BikeToBeatCancer.org** and follow the directions.)
- Send a letter or handwritten note to friends and family along with copies of the online donation form.
- What do you like to do? Incorporate those activities into your fundraising by holding a fundraising party and asking people to sponsor you. For example: Hold a Texas Hold'em or corn hole tournament with your friends, have a dog or car wash, host a chili cookoff or hold a yard sale.
- Be creative!

## TIPS FOR ASKING FOR SUPPORT

- Don't ask for \$10. Aim higher and you will get better results.
- If you ask for \$75, you'll probably get at least \$25. This puts you closer to your goal.
- Put your goals in perspective: Explain that making a \$50 donation is like having two cups of coffee at home each week instead of going to a coffee shop.

Donations can be made over time online, such as \$10 a month for five months. The Bike to Beat Cancer website allows for stretching out a donation to make it easier on your contributor's wallet.

*Remember:* You never know who has been touched by cancer.

For fundraising assistance, call **(502) 629-8060** or email **guide@biketobeatcancer.org**.

## ABOUT NORTON CANCER INSTITUTE

Your help through the Bike to Beat Cancer will make a difference for your family members, friends and neighbors if they need cancer care. In fact, more than half of the cancer patients in Greater Louisville, including Southern Indiana, trust Norton Cancer Institute with their care and treatment.

Your support through the Norton Healthcare Foundation will help caregivers at Norton Cancer Institute provide prevention, diagnosis, full-service treatment, clinical trials, and support and survivorship services for so many people in our community faced with cancer.

Through participation in many clinical trials, Norton Cancer Institute is able to offer patients the latest, most advanced therapies that may not be available elsewhere.



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*Supported by the Norton Healthcare Foundation*

The Bike to Beat Cancer benefits Norton Cancer Institute  
through the Norton Healthcare Foundation.

[BikeToBeatCancer.org](http://BikeToBeatCancer.org)